



# QUADRANTS

NORTH HOUSTON DISTRICT NEWS

## 2024 HOUSING SUMMARY REPORT



### **ELEVATED AFFORDABLE LIVING**

Summit at Renaissance Park is under construction off Greenspoint Drive.

### **MULTI-FAMILY OVERVIEW**

Diverse local options, positive outlook for new apartment construction.

### **SAFE APARTMENT PLEDGE**

Public safety partnerships spur safer communities.

SPRING 2024

## WELCOME FROM THE PRESIDENT

In this edition of *Quadrants*, we're featuring our local multifamily market, observing how it's changed over time, showcasing the types of housing stock available today, and exploring what's forecast for the future. Two landmark affordable apartment projects are under construction now, and another was completed last year. These new properties feature elevated finishes, quality amenities, and modern conveniences that will help local families flourish.

The new affordable housing options complement our established apartment communities, single-family homes, and market-rate multi-family complexes, creating a region where people of all income levels can live, work, and get quality education. Living in comfort can improve the quality of life for our local workforce, which will, in turn, benefit the local economy, office market, and hospitality industry and support the continued emergence of a robust logistics and distribution hub here.

We're excited about the positive change, growth, and expansion that seems to be gaining momentum by the day. I'm incredibly proud of our team's recent community engagement activities and thrilled that we earned significant funding through grants and public/private partnerships. All these efforts tie back to our mission and the insightful leadership of our Board of Directors. As always, I invite you to connect with us by registering to receive our newsletters, visiting our newsroom, or following us on social media for updates on the projects and progress in this edition.



**Greg Simpson**  
North Houston District President

## ON THE COVER



Lee Zieben is President of ZG Companies, a dynamic real estate firm that develops commercial and multi-family projects, focusing on affordable housing. Lee said selecting the North Houston District for the Summit at Renaissance Park was a strategic decision aimed at leveraging the area's growth potential. According to Zieben, this location offers the perfect backdrop for the company's vision.

Read more on Page 7.

## NHD BOARD OF DIRECTORS

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The District is governed by a board of directors who serve staggered terms of four years. Directors are appointed by Houston City Council from a list of persons recommended by the District to serve on its Board of Directors.

Special thanks to our creative partners:

Carol Brejot    Myles + Carter Photography

## NHD STAFF

**Greg Simpson**  
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# NORTH HOUSTON HAPPENINGS

## THIRD WEEK OF EACH MONTH

### Houston Police Department Positive Interaction Program

#### HPD NORTH BELT DIVISION

100 Glenborough, 10th Floor

"Community Involvement in Crime Prevention"

#### COMMUNITY MEETINGS

Third Tuesday @ 7:00 p.m.

#### BUSINESS MEETINGS

Third Thursday @ Noon

Info: [hpdnorthbeltdivision@houstonpolice.org](mailto:hpdnorthbeltdivision@houstonpolice.org)

## SATURDAY MAY 18

### Crafty Corner - Spring Blooms



#### ALDINE BRANCH LIBRARY

11331 Airline Drive

**2:00 p.m. – 3:30 p.m.**

Visit the library and get ready for Spring with garden containers and plants. This is a family event, and children under 12 must attend with an adult.

Info: <https://hcpl.net/locations/ALD/>  
or 832-927-5410

## FRIDAY JUNE 21

### Go Skate Day

#### NORTH HOUSTON SKATE PARK

12351 Kuykendahl Road

**Time: To Be Announced**

Grab your boards and come celebrate GO SKATE DAY with games, food, vendors, music, and prizes!



Info: [@northhoustonsk8park](https://twitter.com/northhoustonsk8park)

## SATURDAY JUNE 29

### Splash Into Summer

#### DYLAN PARK

12351 Kuykendahl Road

**Time: To Be Announced**

Bring the kids out for family fun, games, prizes, music, and food! Dylan Park is adjacent to North Houston Skate Park.



Info: [@northhoustonsk8park](https://twitter.com/northhoustonsk8park)

**Do you have an upcoming event, fair, festival, or meeting?**

Please share with us on social media [@NHDistrict](https://twitter.com/NHDistrict) or email [cmartin@northhouston.org](mailto:cmartin@northhouston.org).

# WALKING, KNOCKING, AND TALKING LOCAL CRIME PREVENTION

The Houston Police Department organizes a public outreach effort each spring called March on Crime, and in support, Tracy Harrison, NHD Vice President of Public Safety, facilitates a local program called Knock and Talks.



## Crime Prevention Conversations

During Spring Break, members of the HPD North Belt Division, Harris County Sheriff's Office Task Force, and the District's Public Safety Committee visit apartment communities to engage with residents one-on-one, provide crime prevention tips, and share community resources. From March 11 to 14, 2024, the North Houston District team visited 10 apartment communities, knocked on nearly 3,000 doors, and engaged with 462 residents.

"We love getting out and visiting with our residents in person," said Harrison. "The North Houston District effort is unique because we are out in the community knocking on thousands of doors and proactively encouraging positive relationships between police and residents. We're able to address questions and concerns immediately."

## Family Focused Resources

During the apartment visits, the group shares community information, including local parks and trails, many of which are walkable from the complexes.

"We share events happening at Rockstar Energy Bike Park and North Houston Skate Park, which are phenomenal world-class

amenities right here in the District that are free and available to local kids and families," said Harrison. "We also discuss domestic violence and general crime prevention tips. Springtime is an excellent time to get outside and talk to your neighbors about safety priorities in your area."

"At each property, Task Force Deputies perform vehicle inspections, leaving a report card letting the owner know if their car is safe or how they could improve," said Harrison. "We remind residents to lock vehicles and not to leave belongings in plain sight. People can help law enforcement by

## "WE LOVE GETTING OUT AND VISITING WITH OUR RESIDENTS IN PERSON."

*Tracy Harrison, Vice President of Public Safety, North Houston District*

All week, the group passes out flyers for the annual Spring Break Bash, a free community get-together held at Green House International Church featuring giveaways, a petting zoo, food, drinks, games, and bouncy houses. The festival creates another opportunity for locals of all ages to visit with local law enforcement. It is a fun way to wrap up March on Crime.

## Safety Report Card

During Knock and Talks, Harris County Sheriff's Office Deputies conducted more than 1,100 Burglary to a Motor Vehicle (BMV) Report Card inspections.

reducing the likelihood of vehicle break-ins, and everyone is safer when we all do our part."

### Congratulations!

According to the BMV Report Card statistics, residents at **Casa Verde Apartments** on Goodson Drive scored best overall on vehicle safety with an **80 percent passing score**.

Well done!

For information on public safety priorities and crime prevention resources in the North Houston District, please visit [northhouston.org/facts](http://northhouston.org/facts). 🇺🇸

## KNOCK & TALKS NUMBERS



DOORS  
KNOCKED ON



RESIDENTS  
ENGAGED



BMV REPORT  
CARDS CONDUCTED

# SPRING BREAK

# Bash 2024



District staff participated in Green House International Church's Spring Break Bash on March 15. Please enjoy these photos and see more on the North Houston District Facebook page. Thank you to the fantastic petting zoo, Villa Serena Communities, Houston METRO, Houston Police Department, Harris County Sheriff's Office, and all the volunteers who showed up, rain or shine, for kiddos in our community.



Spring Break Bash is held on the last Friday of Spring Break. It's free and open to local families. Please register for our newsletters at [northhouston.org/connect](http://northhouston.org/connect) or follow us on social media to learn about future community events.



## Q1 2024 SUMMARY

### APARTMENTS

**18.9k** UNITS      **8.9%** VACANCY RATE

**\$904** MARKET RENT PER/UNIT      **6.5%** CAP RATE

### INDUSTRIAL/FLEX

**18.1M** SQUARE FEET      **4.5%** VACANCY RATE

**\$8.66** MARKET RENT PER/SF      **7.7%** CAP RATE

### OFFICE CLASS A

**4.4M** SQUARE FEET      **52%** VACANCY RATE

**\$21.19** MARKET RENT PER/SF      **9.4%** CAP RATE

### OFFICE CLASS B/C

**6.2M** SQUARE FEET      **36.7%** VACANCY RATE

**\$18.81** MARKET RENT PER/SF      **9.8%** CAP RATE

### RETAIL

**7.4M** SQUARE FEET      **9.9%** VACANCY RATE

**\$22.35** MARKET RENT PER/SF      **7.1%** CAP RATE

Source: CoStar, March 2024

## MULTI-FAMILY OVERVIEW

### A Bullish Outlook

In this edition, we offer a deep dive into the headwinds and tailwinds in the hyperlocal multi-family market within North Houston District's boundaries. Overall, though there may be some fits and starts as interest rates and inflation sort out, area multifamily appears moderately bullish thanks to steady job growth, a gradual tightening in supply, and an overall positive business climate.

### New Affordable Housing

The dramatic run-up in interest rates has put the brakes on apartment construction starts across the nation. In fact, starts in the Houston area in 2023 were at the slowest pace since 2017, as the chart shows. Given development timelines of 18 to 24 months, new units coming on the market will likely slow significantly over the next two to three years, ultimately putting upward pressure on rents – a tailwind for current owners.



Source: CoStar, February 2024

Fortunately, the North Houston District market has seen a steady supply of new affordable units added to the market via low-income housing tax credit development, helping to replace roughly 800 units lost post-Hurricane Harvey to flood damage.

### Macroeconomic Factors

All multi-family markets are impacted by interest rates set by the Federal Reserve. It's a key financing factor in commercial real estate, with many loans based on the Treasury 10-year rate. Owners that need to refinance an existing loan are paying more to do so, dramatically impacting returns – a serious headwind. In contrast, for owners who do not need to refinance a loan or who paid cash, over time, this scenario may become a tailwind.

A related headwind is transaction levels – the buying and selling of multi-family properties has also slowed dramatically. According to CoStar, the number of properties traded in Houston in 2023 fell to its lowest level since 2010.

Investors wishing or needing to sell multi-family properties have found few buyers, and spreads between asking and offering prices have grown. Overall, this has been a headwind for the local market we are closely monitoring.



### Steady flow of new affordable housing.

On March 8, District leadership attended a ground-breaking ceremony at 13420 Ella Boulevard for a ground-up, mixed-rate, 146-unit apartment complex on a 7-acre site called Palladium Houston Ella. Palladium USA partnered with Harris County Housing Finance Corp on the \$35 million community. Units come in one-, two-, and three-bedroom, and amenities include a pool, fitness center, conference center, dog park, computer lounge, kid's playroom, and clubroom. Pre-leasing begins in late 2024. Read more on Page 9.

The NHD CRE Market Report delivers hyperlocal facts, stats, and case studies about the shifts within our boundaries.

Read an expanded report at [northhouston.org/cre](http://northhouston.org/cre) and contact Robert Fiederlein at [rfiederlein@northhouston.org](mailto:rfiederlein@northhouston.org) for information.



# NORTH HOUSTON DELIVERS »» ELEGANT AFFORDABLE HOUSING

Summit at Renaissance Park is under construction at 12121 Greenspoint Drive near the northeast intersection of Beltway 8 and I-45 North. The affordable housing project initially garnered attention due to its proximity to the Greenspoint Mall site and incentives from the City of Houston. Now, its elegance, amenities, and 17k square feet of premium ground-level retail space are attracting potential tenants.

In 2021, Houston City Council approved a \$15 million loan to help finance the \$77 million community being developed by ZG Companies (ZG). The city's investment comes from \$1.3 billion of federal housing relief after Hurricane Harvey. The four-story project will reserve all 325 units for low-to-moderate-income tenants for 40 years. The development is expected to deliver new homes by the end of 2024, and will offer an affordable alternative for locals living in flood-prone areas.

## Beyond Builder Grade

"At the Summit at Renaissance Park, we're not just building apartments; we're enhancing the social infrastructure through communal gardens, pet-friendly



**High-quality Living:** According to Ziegen, this project is a testament to the company philosophy that affordable housing can and should be exceptional in quality and design, contributing positively to the community's fabric. The choice to develop here was driven by the area's significant potential for revitalization.



**Future Focused:** Summit at Renaissance Park will be delivered with 17,000+ square feet of NHD's newest Class A retail space. This space is built to accommodate a range of tenants, specifically those that will provide services and enhance the lifestyle of future residents and the general population of the Greenspoint area, including thousands of professionals who commute to CityNorth every day and travelers visiting local hotels.

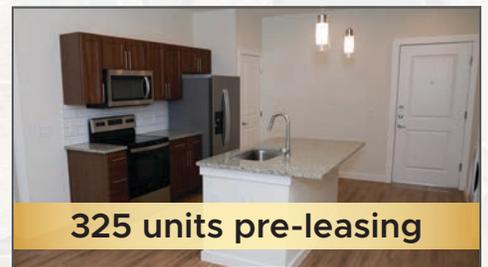
spaces, and wellness-focused amenities, said Lee Ziegen, President of ZG. "These efforts contribute to the North Houston District's economic and social vitality, making it a more attractive place to live, work, and play."

## Beautiful Accessibility

The Summit is catty-corner to CityNorth, one of Houston's premier office campuses, boasting best-class amenities, plus oak-lined streets, public art, dining options, and access to multimodal transportation. Bush Airport is less than 10 miles away.

## Attainable & Affordable

Families can flourish in units with up to four bedrooms that feature amenities like granite countertops, stylish tile backsplashes, wood grain flooring, and 9-foot ceilings, as well as Energy Star appliances. There's a designated dog park, a pool with sundeck, a fitness center, community gardens, playgrounds, and a yoga studio.



**"THIS LOCATION OFFERS THE PERFECT BACKDROP FOR OUR VISION, PROVIDING RESIDENTS WITH PROXIMITY TO ESSENTIAL SERVICES, EMPLOYMENT OPPORTUNITIES, AND TRANSPORTATION, THEREBY ENHANCING THE QUALITY OF LIFE AND FOSTERING A VIBRANT, INCLUSIVE COMMUNITY."**  
*Lee Ziegen*

**Summit at Renaissance Park**  
12121 Greenspoint Drive  
Houston, Texas 77060  
[www.livingatsarp.com](http://www.livingatsarp.com)

Various federal, state, and local affordable housing resources are available to Houstonians. For information, visit [affordablehousinghouston.com/](http://affordablehousinghouston.com/).

Continued on page 8

# NORTH HOUSTON DELIVERS AFFORDABLE HOUSING OPTIONS

Affordable housing is a complex topic. The term can evoke an array of emotion based on personal life experiences. Access to affordable housing has been deemed a crisis in some regions of the United States, and it's a fact that Texas has one of the largest gaps between the number of households considered low income and the number of available, affordable homes.

Thankfully, the North Houston District has a variety of affordable housing options – from reasonable market-rate apartments to rental homes and single-family neighborhoods to multi-family communities offering city, state, and federal housing resources. No matter their version of the American Dream, residents can find moderately priced homes here. That's how the District was built.

## AFFORDABLE HOUSING CRITERIA

Qualification for affordable housing programs is based on individual household Area Median Income, a figure generated by the U.S. Department of Housing and Urban Development (HUD).

In Houston, 80% of the AMI, or \$52,200 for a one-person household, is considered low-income.

For comparison, entry-level annual salaries by industry:

- Marketing from \$41,000
- Construction from \$28,275
- Forklift operators from \$43,000

For a family of four, \$74,550 is considered low income.

### Area Median Income (AMI) Calculator

HOUSEHOLD SIZE	HOUSEHOLD INCOME	<b>80% AMI</b>
1	\$52,200	

Calculate your estimated AMI and learn about local resources at [affordablehousinghouston.com](http://affordablehousinghouston.com).

According to the City of Houston Planning & Development Department, original subdivisions were developed for Houstonians seeking affordable homes in Aldine ISD close to the North Freeway. The opening of Bush Intercontinental Airport in 1969 transformed the intersection of I-45 and Beltway 8 into a commercial crossroads. The rapid development of office space around the mall provided jobs to support the construction of many apartment complexes, which now dominate much of the residential landscape.

Time marches on, and the commercial and residential communities within the District have changed. Now, the intersection of I-45 and Beltway 8 has expanded to include regional and national logistics and distribution operations. In the past decade, there's been a steady flow of new multi-family and single-family construction on the market. Many apartment complexes have changed ownership, and some have been demolished due to frequent flooding. Some areas are predominantly Spanish-speaking, and some are constructed specifically for active seniors.

One thing has remained the same – Houstonians can look here for moderately priced homes. The District's densely populated labor pool supports workforce demands for nearby industries, including tourism, logistics, construction, and beyond.

North Houston delivers affordable housing, and here are a few examples from each quadrant of the District.

# NORTH HOUSTON DELIVERS

North Houston Delivers is a new feature story series highlighting why businesses choose the North Houston District.

Hear it from Lee Zieben of ZG Companies, which has a new multifamily community under construction in the North Houston District, and read more at [northhouston.org/delivers](http://northhouston.org/delivers).

"The choice to develop in Greenspoint was driven by North Houston District's significant potential for residential revitalization and the acute need for local affordable housing. Dense population and proximity to employment centers presented an opportunity to offer residents high-quality, affordable living while fostering a vibrant, inclusive community at the Summit at Renaissance Park."

**New project? Big deal? Exciting expansion? Share the news with us!**

Contact Colleen Martin at [cmartin@northhouston.org](mailto:cmartin@northhouston.org) or call 281-874-2138.



## NW Palladium Houston Ella

13420 Ella Blvd • Houston, TX 77067



Houston's housing shortage is citywide, but the District's location, resilience, and positive momentum have spurred several new multi-family developments – two of which are under construction now. New stock of affordable housing, mixed-rate, and market-rate options are available or coming soon.

## NE Greens Road Corridor

Market rate affordable



Many of the complexes here were built in the late 70s and early 80s, have been renovated, and are classified Class B today. Home to young professionals and Aldine ISD families, generational living is popular here. Tenants tout access to amenities, public transportation, and focused public safety outreach.

## SW Waterside Court Rental Homes

503 West Road • Houston, TX 77038



There are established neighborhoods dotted throughout the District. Residents who prefer a lease but still want the comforts of a standalone home can enjoy the playground, community center with pool, walking trails, and the serenity of their own lawn with up to four bedrooms at Waterside Court.

## SE The Life at Brighton Estates

131 Aldine Bender Road • Houston, TX 77060



There are opportunities for seniors here, too, with 55+ senior living communities tucked into secure and quiet communities but still close to parks, shopping, dining, and transportation options. For those travel bugs, Bush Airport is less than 10 miles away.

## Where Convenience and Value intersect

Everyone has opportunity for growth in the North Houston District. Businesses enjoy the strategic location between Downtown Houston and The Woodlands. The community benefits from access to affordable housing, expanding amenities, and enriched quality of life. No matter your version of the American Dream, it's available here.

That's how the District was built.



# PROACTIVE APARTMENT SAFETY PARTNERSHIP

The North Houston District provides a variety of public safety programs and activities to supplement the hard work of local law enforcement agencies. On March 28, 2024, NHD partnered with the Houston Police Department to host a Blue Star Multi-Housing Program training for local apartment communities. The program is a proactive and cooperative effort between apartment management and law enforcement to decrease crime and enhance the quality of life for citizens living within Blue Star communities.



Apartment managers and multi-family housing owners across the City of Houston are investing in Blue Star, and prospective residents are coming to recognize that the Houston Police Department Blue Star Multi-Housing certification correlates to a safer community. In March, the HPD Apartment Enforcement Unit hosted a training in the North Houston District, and now, safety improvements at five local properties are underway.

When a property earns the designation, it means the apartment manager has completed the three-phase, eight-step program and the property has met HPD's 16 minimum safety requirements. Blue Star designation means that the property has invested in crime-reduction measures, and HPD has conducted comprehensive safety inspections. The only cost associated with the program is a small fee for the official sign.

"Blue Star is a citywide program, and we're thankful to HPD for hosting training opportunities here in our District" said Tracy Harrison, North Houston District Vice President of Public Safety. "We also want to thank Houston Apartment Association for providing lunch. Public safety is a priority here, and we continue to encourage local apartment communities to invest in getting certified. Over time, we hope prospective residents recognize that the Blue Star Multi-Housing certification correlates to a safer community."

The Houston Police Department designed the Blue Star program, so it is only

Harrison, the Harris County Sheriff's Office recently introduced a similar program for properties in the county through their Problem-Oriented Policing Officers.

"So far, we are happy to report two apartment complexes have earned this prestigious designation, with three more currently going through the eight-step program," Harrison said. "With over 70 apartment communities in the District, we'd love to see four or five more get certified this year and continue that momentum in the future as we continue working to make the District a place people want to invest, visit, work and live."

For information about Blue Star, please visit [northhouston.org/bluestar](http://northhouston.org/bluestar) or email Tracy at [tharrison@northhouston.org](mailto:tharrison@northhouston.org).

**"PUBLIC SAFETY IS A PRIORITY HERE, AND WE CONTINUE TO ENCOURAGE LOCAL APARTMENT COMMUNITIES TO INVEST IN GETTING BLUE STAR CERTIFIED."**

*Tracy Harrison  
Vice President of Public Safety*

available to properties within the city limits of the City of Houston. According to

The Blue Star Multi-Housing Program is a proactive program designed to reduce the potential for crime and to raise awareness in apartment managers, owners, and residents.

- Phase 1** Complete free, eight-hour program taught by attorneys, police, crime prevention professionals, and guest speakers
- Phase 2** Complete and pass the CPTED (Crime Prevention Through Environmental Design) Survey
- Phase 3** Host a Safety Social where officers explain to residents that the apartment community is working with police to keep the community safe

Blue Star designation means that the apartment community has successfully completed all three phases and has met the minimum standards for certification. To learn more, visit [northhouston.org/bluestar](http://northhouston.org/bluestar).

# PIVOTAL MOBILITY PROJECTS NOW IN HIGH GEAR THANKS TO GRANT AWARDS

## Improved quality of life, safety, and aesthetics all major factors

Several infrastructure projects are now in high gear thanks to the awarding of major grants and funding from key partners. North Houston District leverages public and private partnerships to provide enhanced services in transportation mobility, public safety, beautification, recreation, strategic planning, and development.

“We are implementing significant infrastructure and improvement projects that will positively impact quality of life in the North Houston area,” said Robert Fiederlein, the District’s Vice President of Planning and Infrastructure. “We have received grants and funding from Texas Parks & Wildlife Department, US Soccer Foundation, Harris County Precinct 2, and Houston-Galveston Area Council, enabling us to move forward on park, street and sidewalk renovations, and upgrades. The District is excited to work on these transformational projects with partners who support our objectives.”



### Wussow Park Renovation

NHD received a grant for \$455,013 from Texas Parks & Wildlife Department for Wussow Park renovation, which focuses on improving area residents' health and wellness and enhancing the natural aspects of the District’s signature, 11-acre park. Project cost is \$940,000, and the TPWD grant will cover nearly half. Planning and permitting have begun. Improvements include construction of two youth soccer fields, an accessible fitness area, expansion of the playground, new coastal prairie and a pollinator garden and upgraded lighting near new walking paths, picnic areas, and park benches.

### Soccer Mini Pitch Partnership

A new mini pitch will accompany the youth soccer facilities. The District is currently building the mini pitch foundation, and once complete, the U.S. Soccer Foundation, in conjunction with Houston Dynamo and Dash, will build the mini pitch, providing materials, including the acrylic surface, perimeter fencing, goals, and lighting via a \$100,000 grant. Stay tuned for ribbon cutting details.



### Airline Drive Pedestrian Improvements

Harris County Precinct 2 partnership is covering half of a \$330,000 project to improve and enlarge a one-mile stretch of pedestrian walkway along both sides of Airline Drive from West Road to Aldine Bender. This area gets substantial foot traffic with people walking to and from buses, the library, area schools, and local businesses.

### Greens/Imperial Valley Sidewalk Expansion Project

This project, with an estimated cost of \$2,470,000, will help fill in gaps in the District’s sidewalk network, bring narrow sidewalks up to standard, and make safety improvements for transit users, including high-visibility crosswalks. The streets to be improved are in the District’s northeast quadrant, north of Greens Road - Imperial Valley Drive, Regional Park Drive, Wayforest Drive, and Harvest Time Lane. Detailed planning and permitting will be completed in 2024; construction is expected to begin in 2025.



For more information and updates, please visit [northhouston.org/news](http://northhouston.org/news).



# QUADRANTS

NORTH HOUSTON DISTRICT NEWS

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Houston, TX 77060  
281-874-2131  
northhouston.org



The North Houston District is a management district that advocates for projects and services that attract the best in commercial and residential life to the area.

It's a special-purpose district created by the Texas Legislature and provides enhanced services in public safety, planning and development, beautification and maintenance of public rights of way, and development of parks and trails.

The District's service area includes four quadrants that span across the intersection of I-45 North and Beltway 8.



## ¿Habla español?



¡Lea nuestra  
última edición de  
Quadrants en línea!

[northhouston.org](http://northhouston.org)

## *Where Opportunity and Growth intersect*

Growing business?  
Growing family?  
Find your home in the  
North Houston District.

### **Make Your Move.**

